

# Avril Wong

## UX Designer with Expertise in Marketing

wongavril.com • 408-784-8916 • wongavril@gmail.com

### EDUCATION

#### Bloc

May 2018 - Jun 2019

Product Design and Front-End Development Program

#### University of Macau

Sep 2008 - May 2012

Bachelor of Business Administration, Marketing

### SKILLS

Product Design  
Interaction Design  
User Experience Design  
Visual Design  
User Research & Testing  
Brand Strategy & Identity  
Information Architecture  
Personas & User Stories  
Wireframing  
Prototyping  
Data Analysis & Visualization  
Aigle

### TOOLS

Adobe XD  
Figma  
Sketch  
Adobe CC  
InVision  
Principle  
Jira  
Confluence  
HTML, CSS  
Javascript  
Terminal  
GitHub

### LANGUAGES

English  
Chinese (Cantonese, Mandarin)

### EXPERIENCE

#### Language I/O

UX Designer

Aug 2021 - May 2022

- Planned and conducted user research and competitor analysis.
- Led product design concepts in ideation and development.
- Designed and delivered userflows from sketches, wireframes to interactive prototypes.
- Collaborate with a cross-functional team to ensure the product deliverable is up to market standard.

#### Apple

Worldwide Developer Relation

Aug 2016 - Jul 2021

- Reviewed apps from dozens of industries and ensure compliance to App Store human interface guidelines and standards.
- Served as point of contact for developer advocacy in cross-cultural policy implementation.
- Worked closely with the human interface guidelines team and provide feedback to developers on improving user experience.
- Analyzed business model and UI/UX trends in iOS applications.

#### Apple

Localization Editor

Jul 2015 - Apr 2016

- Supported Apple Music's global launch project in Asia from producing pre-launch materials to performing post-launch testing.
- Created and localized marketing content in the various channels.
- Performed quality assurance on user experience and editorial content.

#### Forever 21

Visual Merchandiser

Jul 2014 - Jan 2015

- Spearheaded marketing campaigns to raise brand awareness; increased daily sales for 15% by designing strategic floor display systems.

### DESIGN PROJECTS

#### Bay Badminton Center

- Redesigned the badminton center kiosk interface and signup workflow.
- Built prototype, created new visual design to improve user experience.
- Performed user testing, average signup time shortened by 30%.

#### Food Tracker

- Designed a conceptual tool to help tracking the freshness of food and reducing food waste.
- Conducted user research, wireframe, prototype and visual designs.